

January 16, 2006

Ad Pro
8001 Vine Crest Avenue
Louisville, KY 40222

Dear Sir or Madam,

The second ***Mayor's Event EXPO*** will be held Saturday, February 18, 2006 in the Kentucky International Convention Center. More than 1000 event planners, producers and industry professionals who organize events in the Louisville Metro area are invited. These events are large and small, citywide or neighborhood celebrations, but all together they represent over one million attendees.

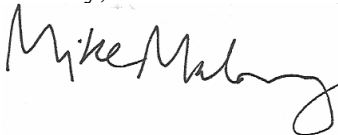
The First Mayor's Event EXPO was a huge success and we are expecting a considerable increase in both exhibitors and attendees this year.

Being a sponsor for the Mayor's Event EXPO will put your company in front of a number of community and civic leaders. You will receive recognition not only at the EXPO but also for the entire year.

I've included an outline of the different sponsorship packages for this event, including the Mayor's MetroFest Event Calendar, for your review. We will contact you next week to get your comments. If you have any questions or need additional information please do not hesitate to contact Julie or Roberta at The Convention Connection, our partners in planning this event, at 502-394-9930 or by e-mail at rakowski_cc@bellsouth.net.

We hope that you will become a supporter of this important event.

Sincerely,

A handwritten signature in black ink that reads "Mike Maloney". The signature is written in a cursive, flowing style.

Mike Maloney, Director
Mayors Office
Community Relations & Events